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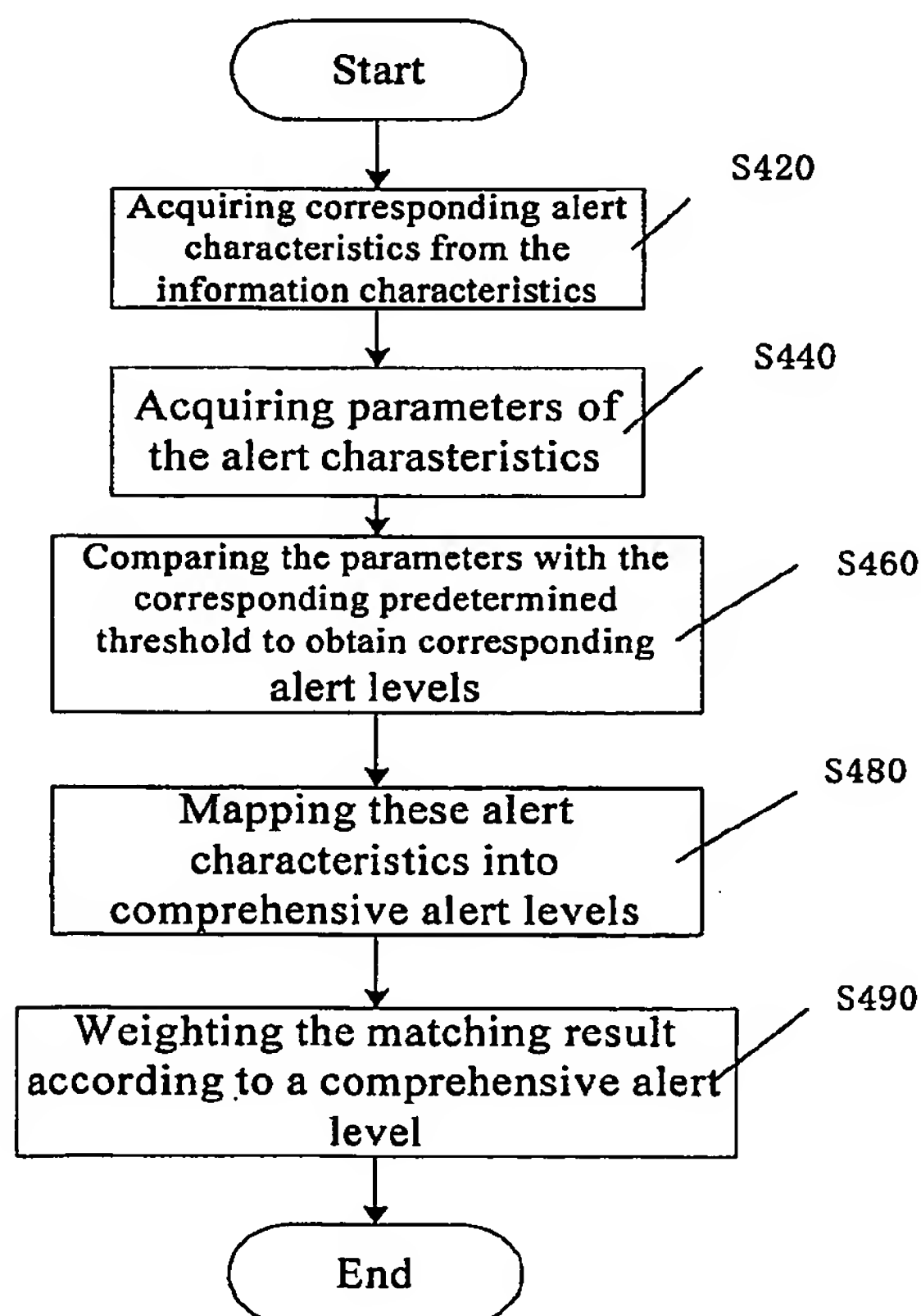
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(54) Title: **METHOD AND APPARATUS FOR CONTENT RECOMMENDATION**



(57) Abstract: The present invention relates to a method and an apparatus for recommending content and updating user profile. The method adds a step of content alarm processing before recommending to user on a basis of the current content recommending method, so that the recommendation, which can be offered directly to a user in a previous time must be processed correspondingly in a manner of the content alarm before being sent to the user. Alternatively, after receiving an user's feedback information, the method and the system processes the feedback information correspondingly in a manner of the content alarm and updates the user profile according to the feedback information processed in the manner of the content alarm. The invention can recommend contents more carefully and accurately, making the recommendation conforming further to the user's requirement so as to avoid as far as possible the recommendation of unwished program to users.

WO 2005/067295 A1



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